

#5801

BRAZILIAN MINISTER OF SPORTS MEETS WITH FIFA SECRETARY GENERAL AND CHAMBER OF DEPUTIES TO DISCUSS GENERAL WORLD CUP BILL

Discussion focused on plans for discounted ticket program for 2014 World Cup

BRASÍLIA (9 November 2011) – Brazilian Sports Minister Aldo Rebelo, FIFA Secretary General Jérôme Valcke and the President of the Brazilian Chamber of Deputies Marco Maia met yesterday to discuss the General World Cup Bill for the 2014 FIFA World Cup, as well as plans to create a discounted ticket program for Brazilian students and senior citizens.

The Brazilian federal government proposed the concept of discounted tickets, in order to align with Brazilian laws that guarantee students and senior citizens half-priced ticket prices for sporting and cultural events.

Mr. Valcke noted that half-priced tickets may not be feasible, but suggested a discounted ticket program known as "Category 4" tickets, which would allow Brazilian students, senior citizens and the low-income population to purchase tickets for approximately US\$ 25 (R\$ 43). This program was also implemented for the 2010 South Africa FIFA World Cup.

"We also raised other requests to FIFA representatives, such as the participation of Bolsa Família beneficiaries," said Minister Rebelo. "We cannot say that we have reached an agreement to that effect, but we will include it in the system in order to respond. This would not jeopardize our system, nor make the ticket sales more difficult than it already is," said Mr. Valcke.

The General World Cup Bill, which outlines various regulations for the 2014 World Cup, is currently under review by the Brazilian Chamber of Deputies, and a vote is expected before the end of 2011.

For more information on stadium development and ongoing World Cup updates from the Brazilian government, please visit: www.copa2014.gov.br.

About SECOM:

The Secretariat for Social Communication (SECOM) of the Presidency of Brazil is responsible for coordinating the public relations activities for the government of Brazil. The official website of the Brazilian State is www.brasil.gov.br

US PRESS CONTACT:

Janelle Moritz, Fleishman-Hillard New York
Telephone: + 1 212-453-2238
Email: janelle.moritz@fleishman.com

This material is distributed by Fleishman-Hillard Inc. on behalf of the Secretariat for Social Communication of the Presidency of Brazil. Additional information is available at the Department of Justice, Washington, D.C.

-jean